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# VISA Exec Addresses Marketing Class

October 28, 2022



*Simona Rabsatt Butler and Yuan Li*

On October 26, Yuan Li, Ph.D., assistant professor of marketing, welcomed Simona Rabsatt Butler, senior director global sourcing at Visa, as a guest speaker in her principles of marketing class. In her talk, Ms. Butler shared her career experience and gave students an introduction to what Visa stands for. She focused on the marketing trifecta, a system integrating multicultural marketing, DEIB (diversity, equity, inclusion, belonging), and supplier diversity. Ms. Butler also discussed real world examples from global companies. In the end, she

encouraged students to increase their empathy and cultural competency and have an impact in the future business world.

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